

---

## ANA MARÍA FERNÁNDEZ HAAR

---

Ana María Fernandez Haar is the founder and CEO of The IAC Group, a full-service, multicultural marketing and advertising firm established in 1978. She is the current Chairman of the World Trade Center Miami and National Chair of the New America Alliance, an *American Latino Business Initiative*.

Ms. Fernández Haar's company represents leading regional, national and multinational companies such as Procter & Gamble, BellSouth, Publix Super Markets, Coca-Cola, Taubman Centers, Anheuser-Busch, Hyundai Motor America, Regions Bank, CompuCredit, The Orlando Magic and Ideas Publishing, whose titles include U.S. and Latin American editions of Newsweek, Discover, Vogue, and Glamour *en español*. She was instrumental in the development, launch and positioning of BellSouth's *Guia Export*, a comprehensive B2B trilingual directory which earned the President's (U.S.) "E"-Award for Export Excellence.

A recognized expert in the field, she lectures on the subjects of transcultural marketing, global branding, market entry strategies, the United States and Latin America. She has written and produced documentaries for both English and Spanish language television and created "Comercio Sin Fronteras" (Commerce Without Borders) CBS Telenoticias' first pan-regional weekly international business program broadcast to ten million cable households in Latin America.

Ms. Fernández Haar serves on the board of CAMACOL (Latin Chamber of Commerce) and the Miami-Dade College Foundation. She also serves in the Community Advisory Board for the John S. and James L. Knight Foundation and is a member of the Board of Directors of the Florida FTAA. She is past president of the AHAA, the Cuban Woman's Club and the Hispanic Heritage Council.

Ms. Fernández Haar has received numerous professional recognitions including Inc. Magazine's Minority Entrepreneur of the Year for Florida in 1992, The Circle of Excellence Award of the Hispanic Business Roundtable, and the American Red Cross Spectrum Award for Entrepreneurship, both in 2000 and a 2003 Brillante Award from the NASHIMBA (National Association of Hispanic MBAs).

Prior to founding IAC, Ms. Fernandez Haar served as Vice President of Commercial Lending at Jefferson National Bank. Before that, she held several executive positions at Flagship Banks, ranging from Financial Analyst to Assistant Vice President, National Accounts. Her banking responsibilities included advising clients on the financial implications of segmented markets. As chairman of the International Committee of the Miami Beach Chamber of Commerce she designed and implemented the chamber's first marketing campaign targeting Latin America.

A U.S. citizen born in Cuba, Ms. Fernández Haar is listed in Who's Who in the World and Who's Who Among Hispanic Americans. She is fluent in English and Spanish; conversant in French and Portuguese.